

## ORDER



WAVY

<b>Orders</b>	<b>Order / Rev:</b>	<b>214931</b>
	Alt Order #:	06864210
	Product Desc:	10/17-10/23 VETS 4 STRONG AMER.
	Estimate:	574
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	10/16/12 / 10/16/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Avenue
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Vets 4 Strong America
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	37	\$58,600.00	\$49,810.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$58,600.00	\$49,810.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$58,600.00</b>	<b>\$49,810.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WAVY	46%	\$58,600.00
Market	100%	\$127,391.30

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	26%	\$33,121.74
WTVZ	0%	\$0.00
WVBT	6%	\$7,643.48
WVEC	22%	\$28,026.09

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/17/12	10/19/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	--WTF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	--WTF--		2		\$2,000.00		0.00					
E 2	WAVY	10/17/12	10/19/12	Today Show M-F Today Show M-F	CM	7a-9a	--WTF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00



Order / Rev: 214931  
 Alt Order #: 06864210  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: POL/Vets 4 Strong America  
 Product Desc: 10/17-10/23 VETS 4 STRONG AMER.  
 Estimate: 574  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WAVY	10/21/12	10/21/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY10 SUN 7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$800.00		0.00						
E 16	WAVY	10/21/12	10/21/12	Meet the Press Meet the Press	CM	9a-10a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$2,000.00		0.00						
E 17	WAVY	10/21/12	10/21/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NEWS/NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$500.00		0.00						
E 18	WAVY	10/21/12	10/21/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,800.00		0.00						
E 19	WAVY	10/22/12	10/23/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MT-----	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
WAVY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$2,000.00		0.00						
E 20	WAVY	10/22/12	10/23/12	Today Show M-F Today Show M-F	CM	7a-9a	MT-----	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$2,000.00		0.00						
E 21	WAVY	10/22/12	10/23/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MT-----	:30	2	\$300.00	P1	0.00	NM	2	\$600.00
WAVY NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$300.00		0.00						
E 22	WAVY	10/22/12	10/23/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	MT-----	:30	2	\$1,500.00	P1	0.00	NM	2	\$3,000.00
WAVY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$1,500.00		0.00						
E 23	WAVY	10/22/12	10/23/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	MT-----	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
WAVY NEWS/NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$2,000.00		0.00						
E 24	WAVY	10/22/12	10/23/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	MT-----	:30	1	\$2,900.00	P1	0.00	NM	1	\$2,900.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	1		\$2,900.00		0.00						
E 25	WAVY	10/22/12	10/23/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	MT-----	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
WAVY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$2,000.00		0.00						
													Totals	37	\$58,600.00